

St. Augustine, Ponte Vedra & the Beaches VCB

Measurement Dashboard

September 2011



LM = vs. last month | LY = vs. last year | B = vs. baseline



Good



Not Significant

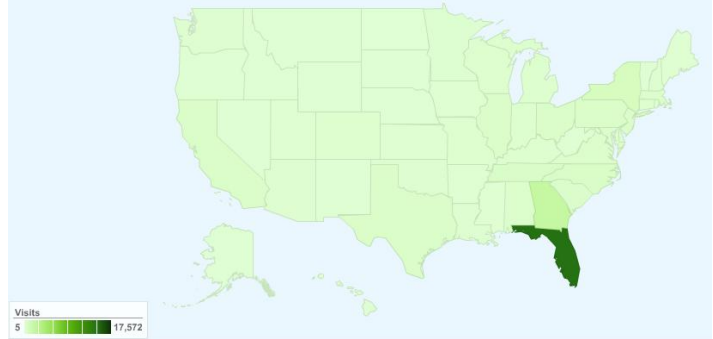


Needs Attention

ENGAGEMENT

	LM	LY	B
Time on Site: 3:27 <i>Minutes</i>	↓	↑	2.56
Bounce Rate: 38.4% <i>of Home Page</i>	↓	↓	33%
Bounce Rate: 42.1% <i>Overall</i>	↓	↓	45%

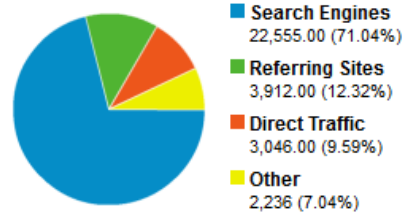
VISITORS BY GEOGRAPHY



ACTIVITY

	LM	LY
31,749 visits	↓ 22%	↓ 24%
339,356 visits to date 2011		↓ 13%
139,165 pg views	↓ 31%	↑ 8%
1,587,411 pg views to date 2011		↑ 17%

SOURCES OF TRAFFIC



2010 Baseline average percentages:

Search Engines: 44%
Direct Traffic: 31%
Other Websites: 25%

MOST REQUESTED PAGES

1. Home: **30,449**
2. Attractions: **8,038**
3. History: **5,855**
4. Events/Calendar: **4,016**
5. Culture: **3,686**
6. Outdoors: **3,527**
7. Accommodations: **3,210**
8. Luxury & Romance: **3,101**
9. Nights of Lights: **2,641**
10. Hot Deals: **2,260**

ONLINE CAMPAIGN RESPONSE

SJC Summer 2011: 833
Pandora Tile Ad/Skin: 501
General Eblast Aug 16: 151
Summer Email Campaign: 101

Total Online Campaign Responses:
16,467

CONVERSION BREAKDOWN

	LM
Guide Orders: 259	↓ 9%
Property Profile Views: 5,146	↓ 14%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

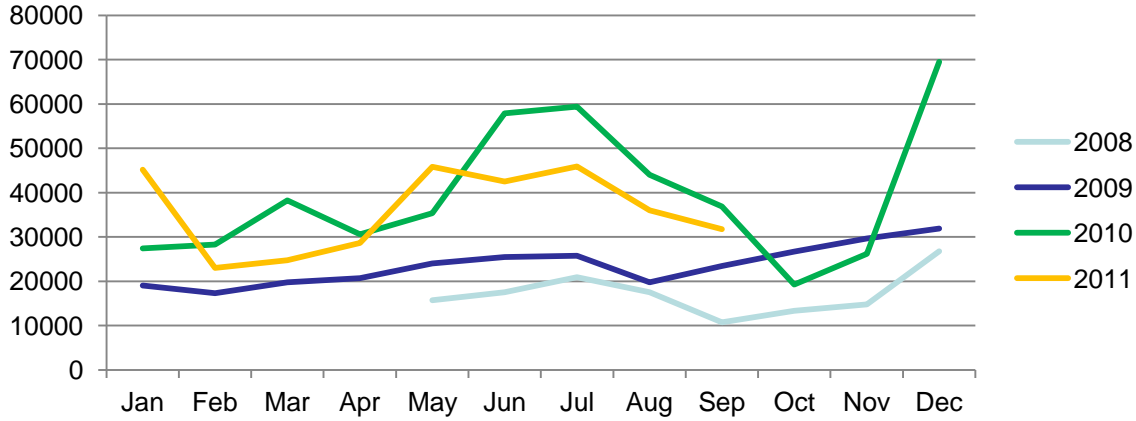
3.9%
of total pg views*

5,405

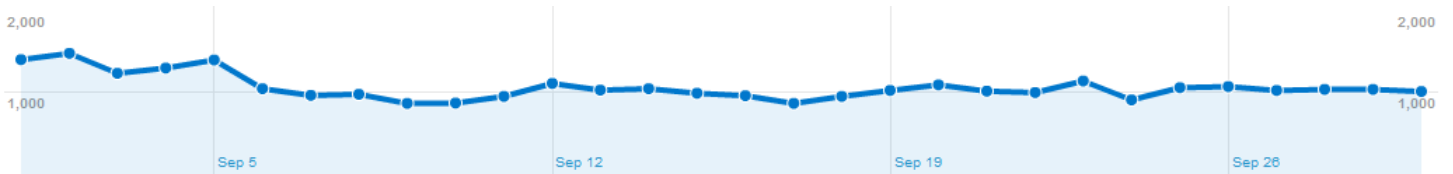
Signals of Intent to Travel

See conversion breakdown to the left.

Visits by Month - 2008-2010



Visits by Day for This Month



International

	LM	Percent Change
USA	30,726	↓ 12%
International	1,023	↓ 10%
<i>Unique visits for Month</i>		
Canada	266	↓ 10%
Germany	97	↓ 24%
UK	181	↓ 22%

